



The City of Morgantown

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ACTIVE
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City of Morgantown Social Media Policy

Purpose

This policy establishes guidelines for the establishment and use of sanctioned City of Morgantown social media sites as a means of communicating City information to its citizens.

The intended purpose behind establishing City of Morgantown social media sites is to provide information from the City and its associated departments to its citizens on commonly used citizen information channels.

The City of Morgantown has an overriding interest and expectation in deciding what is communicated on behalf of the City on approved social media sites.

For purposes of this policy, "social media" is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media platforms include, but are not limited to, Facebook, Twitter, YouTube, blogs, Google +, LinkedIn, and Instagram. For purposes of this policy, "comments" include information, articles, pictures, videos or any other form of communicative content posted on a City of Morgantown social media site.

General Policy

1. The use of social media does not alter or change the emergency or life safety report protocols currently in place. Social Media should not be used in place of the Emergency Operations Center (9-1-1).
2. The establishment and use of any City social media sites are subject to approval by the City Public Communications Officer and/or the City Manager. All City of Morgantown social media sites shall be administered by authorized administrators of the respective department.
3. City social media sites should explicitly state they are maintained by the City of Morgantown and that they follow the City's Social Media Policy with links to them posted on the official city web site.
4. Wherever possible, City social media sites should link back to the official City of Morgantown and departmental websites for forms, documents, online services and other information necessary to conduct business with the City of Morgantown.

5. The authorized administrators will monitor content on City social media sites to ensure adherence to both the City's Social Media Policy and the interest and goals of the City of Morgantown.
6. The City reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law.
7. These guidelines must be displayed to users or made available by hyperlink.
8. The City will approach the use of social media tools as consistently as possible.
9. The City of Morgantown's website at www.MorgantownWV.gov will remain the City's primary and predominant internet repository of accessible online information.
10. All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
11. Any content maintained in a social media format that is related to City business may be considered a public record subject to public disclosure. This may include a list of subscribers (excluding any information of a personal nature), posted communication, and communication submitted for posting.
12. Comments on topics or issues not considered to be within the relevant concerns of the City of Morgantown may be removed.
13. Designated employees representing the City government via City social media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.
14. This Social Media Policy may be revised at any time.

Employee Policy

The following guidelines apply to any sanctioned City social media site.

1. Employees designated to represent individual department's interests on city site are to be approved by department head and submitted to City Public Communications Manager and/or the City Manager.
2. The use of department computers by department personnel to access social media for personal use is prohibited without authorization.
3. Department personnel use of personally owned devices to manage the department's social media activities or in the course of official duties is prohibited without express written permission.
4. Those designated employees are to identify themselves as a member of the applicable department within the City.
5. Any city employee who alters, comments or accesses any city social media site are to conduct themselves at all times as representatives of the City and, accordingly, shall adhere to all city/departmental standards of conduct and observe conventionally accepted protocols and proper decorum.
6. Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to any maintained website.

City personnel are prohibited from the following:

1. Posting, transmitting, or otherwise disseminating confidential information, including photographs or videos, related to city/departmental training, activities, or work-related assignments without express written permission.
2. Offering speech containing obscene or sexually explicit language, images, or acts and statements or other forms of speech that ridicule, malign, disparage, or otherwise express bias against any race, any religion, or any protected class of individuals.
3. Making any statements, speeches, appearances, and endorsements; or publish materials that could reasonably be considered to represent the views or positions of city/ department without express authorization.
4. Conducting political activities or private business.
5. Publishing or posting private facts and personal information about someone without their permission that has not been previously revealed to the public, is not of legitimate public concern, and would be offensive to a reasonable person.
6. Using someone else's name, likeness, or other personal attributes without that person's permission for an exploitative purpose; or publish the creative work of another, trademarks, or certain confidential business information without the permission of the owner.

City personnel are prohibited from the following on personal social media sites:

1. Posting, transmitting, or otherwise disseminating confidential information, including photographs or videos, related to city/departmental training, activities, or work-related assignments without express written permission.
2. Making any statements, speeches, appearances, and endorsements; or publish materials that could reasonably be considered to represent the views or positions of city/department without express authorization.
3. Publishing or posting private facts and personal information about someone without their permission that has not been previously revealed to the public, is not of legitimate public concern, and would be offensive to a reasonable person.
4. Posting photographs or statements which would jeopardize police or fire investigations, or be viewed as negative against the city or its administration.

Public Comment Policy

1. As a public entity the City must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing City of Morgantown social media sites is to disseminate information from the City, about the City, to its citizens.

3. Comments containing any of the following inappropriate forms of content shall not be permitted on City of Morgantown social media sites and are subject to removal and/or restriction by the authorized administrators:

- a. Comments not related to the original topic, including random or unintelligible comments;
- b. Profane, obscene, violent, or pornographic content and/or language;
- c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
- d. Defamatory or personal attacks;
- e. Threats to any person or organization;
- f. Comments in support of, or in opposition to, any political campaigns or ballot measures;
- g. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
- h. Conduct in violation of any federal, state or local law;
- i. Encouragement of illegal activity;
- j. Information that may tend to compromise the safety or security of the public or public systems; or
- k. Content that violates a legal ownership interest, such as a copyright, of any party.

4. A comment posted by a member of the public on any City of Morgantown social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Morgantown, nor do such comments necessarily reflect the opinions or policies of the City of Morgantown.

5. The City of Morgantown reserves the right to deny access to City of Morgantown social media sites for any individual, who violates the City of Morgantown's Social Media Policy, at any time and without prior notice.

6. When a City of Morgantown employee responds to a comment, in his/her capacity as a City of Morgantown employee, the employee's name and title should be made available.

Nothing in this policy shall restrict or prohibit an individual department from developing their own policy regarding topics covered by this policy. Individual department policies shall not be more lenient or permit behavior restricted by this policy, but may be more restrictive in nature.